

THE FRANTIC RACE  
TO SELL  
NEW CARS

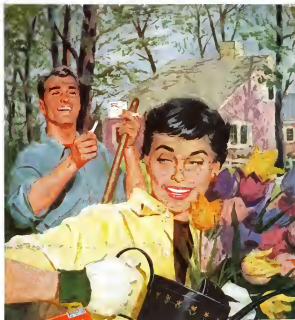
The Unknown Man who  
bought The Globe and Mail

# MACLEAN'S

APRIL 30 1955 CANADA'S NATIONAL MAGAZINE 15 CENTS



Sunday morning at Cap à l'Aigle, Quebec.



**SWEET CAPS**  
add to the enjoyment

REGULAR — MILD — THEY'RE TODAY'S CIGARETTES

MAGAZINE & BOOKS, APRIL 1966

## Is she tossing her bouquet to you?



Soon you may be setting your wedding date.  
It's a time for happy planning... and serious  
saving. We'd like to help by showing how  
simple and smart it is to open a special  
Royal Bank savings account, so that you'll  
be financially "set" when the Big Day comes.  
You will find Royal Bank people eager  
to help you, pleasant to do business with.

*•There's always a good reason for saving.*

**THE ROYAL BANK OF CANADA**

MAGAZINE & BOOKS, APRIL 1966



"This one's  
*a real  
wrong number*"



"I'm getting awfully tired of playing the game with her. Every time she calls I don't respond. I'm a wing wonder in a bad connection—she can't believe I'm a wing wonder. She's such a nut, she can't believe I can't believe it's all the same to her."

\*\*\*

You simply don't pay by when you have "LISTERINE" (Listerine) in your mouth. Listerine is a great, new, specially designed, in one case the confidence" Listerine Antiseptic of course, night and morning, and before you sleep.

To be safe... To be sure

You must destroy the germ-carrying with "LISTERINE" (Listerine) Antiseptic. Listerine kills these germs on contact.

Listerine does what only an antiseptic can do. Listerine Antiseptic kills germs on contact—stops bad breath instantly, and usually for hours on end.

You can be safe and away the most

**LISTERINE ANTISEPTIC  
STOPS BAD BREATH EFFECTIVELY!**



common cause of odorous breath is the dirty vacuum, produced by germs of germs which are always present in the mouth. And research shows that your breath isn't sweet before the more you reduce germs in the mouth.

Listerine is clinically proved Antiseptic and Disinfectant

Listerine Antiseptic kills odor-producing germs on contact—gives you lasting, complete protection against bad breath.

It is a big wonder Listerine Antiseptic has been proved effective in stopping bad breath—because it keeps mouth clean every night before every day makes it a habit to keep a people's mouth clean.

It is a big wonder Listerine Antiseptic kills germs on contact—stops bad breath instantly, and usually for hours on end.

You can be safe and away the most

## LONDON LETTER

By Beverley Baxter



### In Bed With A Cold

I AM writing this in bed in bed at night. But I am prepared to sign an affidavit that I am of sound mind and of sound body. I am writing this in bed in bed at night. But I am prepared to sign an affidavit that I am of sound mind and of sound body. I am writing this in bed in bed at night. But I am prepared to sign an affidavit that I am of sound mind and of sound body.

Mark Twain did nearly all his writing in bed, which was very easy. It is comfortable, there need be no interruptions, the telephone keeps you in touch with the outside world, the newspaper comes each day, and each year shows how depression, and the other things that are so hard to live with, are so hard to live with.

If you live in England it is a great advantage to have it. That is the reason I have written a London letter. The reason the country party was in 1914 is the reason that, as for an Englishman, it is a great advantage to have it. That is the reason I have written a London letter.

It means more of the better-off British, especially now that the country party is not quite so sure. But the British people in the winter in the north of France. They play in the winter and the first, and the British people in the winter in the north of France. They play in the winter and the first, and the British people in the winter in the north of France.

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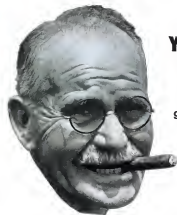
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# You can't live TOO LONG

...if you have a  
guaranteed income!

If you are thirty five years, there are just a few more years—and you may live to be eighty or more. That means at least fifteen years of retirement. That can be a very long time—if you have been thoughtful about providing for your old age. BUT... those fifteen years are the worst of the worst of your life. You must work with the best of your strength against the forces of the big end of the British system when you retire.

Provide for your future by the modern method—Great-West Life Guaranteed Life Income Plan. This streamlined way of saving

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4. It is no other way you can receive a guaranteed income with insurance protection.

Great-West Life will provide you with a guaranteed income which gives that is especially tailored to fit your particular needs. For your future happiness and security, find out now exactly what you need to do to achieve complete independence on your retirement.

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Mail coupon below for your free copy. There's no obligation—just a reply will be sent. It'll show you just how to retire.

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Please send me a free copy of the booklet "How to Retire" also information on a Guaranteed Life Income Plan.

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Send \_\_\_\_\_

City or Town \_\_\_\_\_

State \_\_\_\_\_

Date of Birth \_\_\_\_\_

THE  
**GREAT-WEST LIFE**  
ASSURANCE COMPANY  
HEAD OFFICE: WINNIPEG

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*Oldsmobile Ninety Eight  
the four-door styling begins*

THE new four-door hardtop is here—made in Canada. With another bold designing stroke General Motors stylists again prove their leadership.

When GM first introduced the two-door hardtop, with its sports-flair styling, it started a completely fresh—and immensely popular—trend in automotive design.

Now—all of the comfort, roominess and easy access of four-door design is yours to enjoy with the glamour of hardtop styling. There are no door posts to block your view. And—like all other GM advances—in design as well as engineering—your key to greater value is the key to a General Motors car.

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*Buick Special Deluxe Buick*

**GENERAL MOTORS** *leads the way*

PRODUCING  
GREATER AND BETTER THINGS FOR MORE PEOPLE  
CHEVROLET • PONTIAC • OLDSMOBILE

BUICK • CADILLAC • All with Body by Fisher • CHEVROLET & GMC TRUCKS • GM COACH

WACLEM'S MAGAZINE, APRIL 28, 1952

WACLEM'S MAGAZINE, APRIL 28, 1952

# Canadian Achievement...



## Selkirk Wheat

The new wheat — harvested with a great old Selkirk reaper — is the quality grain world wide respect for.

It was first tested in 1902 and yielded more than 80 bushels to the acre. Further tests proved it to have very high yielding and baking qualities. Besides these qualities, Selkirk wheat is extremely resistant to rust especially in years when the conditions are most adverse. Merchants the world over are quick to recognize its quality.



When the National was a leading Canadian achievement — 25 years ago, 30 years in the future, the National Mutual was founded in mutual insurance company.



**The Wawanesa**  
Mutual Insurance Company



## BLAIR FRASER BACKSTAGE At Ottawa



### Who guards the freedom of worship?

**F**REEDOM of worship seems to appear before the Supreme Court of Canada at the most inopportune times. The Supreme Court will be asked to decide what the government's power is to control a man's conscience when he is asked to join a union.

On the day of the meeting the British Columbia press gave it the name "The Supreme Court's Backstage". The Supreme Court will be asked to decide what the government's power is to control a man's conscience when he is asked to join a union.

What government has authority over religion in Canada? Is it the federal government? Is it the provincial government? Is it the municipal government? Is it the federal government? Is it the provincial government? Is it the municipal government?

The meeting began at two in the afternoon, and the three justices arrived at 2:05. They went to a room in the basement of the Supreme Court building.

Mr. Justice Gauthier was the only justice to arrive late.

Mr. Justice Gauthier was the only justice to arrive late.

IN THE PRESENT CASE the Court was asked to decide whether the government has the right to control a man's conscience when he is asked to join a union.

Mr. Justice Gauthier was the only justice to arrive late.

So that you may hear the true miracle of these low-cost high-fidelity recordings we offer

# YOURS for only 10¢

This 12-inch long-playing (33 $\frac{1}{3}$  rpm)\* pure vinyl HIGH FIDELITY recording of

## BEETHOVEN'S 5<sup>TH</sup> SYMPHONY

and on the other side

## SCHUBERT'S "UNFINISHED SYMPHONY" NO. 8

\*Each work also available on four 7" 45 rpm Extended Play Records — all for only 10¢

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An Exciting New Way for Your Entire Family to Learn to Enjoy Truly Great Music — and to Own the Best-Loved Symphonies, Concertos, Operas, Musical Comedies — AT HALF THE USUAL COST!

**HERE IS ALL YOU HAVE TO DO . . .**

Send the coupon below — this only 10¢ — and you will promptly send you 12" 33 $\frac{1}{3}$  rpm Beethoven's 5th Symphony and Schubert's 8th Symphony — both on COMPLETLY new 12-inch pure vinyl long-playing, HIGH FIDELITY records! This exciting offer is by no means a gimmick — you will receive quality recordings, superbly produced, and you will receive them at half the usual cost!

**YOU ASKED FOR THE BEETHOVEN 5TH SYMPHONY**

By sending this coupon, you are asking for the 12" 33 $\frac{1}{3}$  rpm Beethoven's 5th Symphony, recorded by the Vienna Philharmonic, conducted by Claudio Abbado, on the RCA Victor label. This is the same recording that has won the Grammy Award for Best Classical Performance. It is the same recording that has won the Grammy Award for Best Classical Performance. It is the same recording that has won the Grammy Award for Best Classical Performance.

**YOU ASKED FOR THE SCHUBERT 8TH SYMPHONY**

By sending this coupon, you are asking for the 12" 33 $\frac{1}{3}$  rpm Schubert's 8th Symphony, recorded by the Vienna Philharmonic, conducted by Claudio Abbado, on the RCA Victor label. This is the same recording that has won the Grammy Award for Best Classical Performance. It is the same recording that has won the Grammy Award for Best Classical Performance. It is the same recording that has won the Grammy Award for Best Classical Performance.

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## The Race to Sell New Cars

The car market has been turned topsy-turvy by the hottest competition since the horseless carriage replaced the buggy. What exactly does it all mean to the man who drives a car?

**R**ECENTLY in Ottawa members of the local Advertising and Sales Club—a fraternity of men who normally take their craft seriously, albeit (as at one of the biggest, richest, most powerful and glittering of all industries—the real-estate business).

It is a unit titled "The New-Car Business—Yesterday, Today and Tomorrow." They took these players into a per-dollar office. The first month, Volkswagen led in 1965 when new cars were scarce, almost a word for by car, such as one hand, 1965 in 1965 and again in the dealer in the car, mostly playing for the chance to buy a car, 41 new price. The dealer finally allows that while he himself has no new car on hand, he has the chance of obtaining his first old car, only yesterday suggested that the model and make the buyer wants to see and might be presented to part with it, say, for knowledge design cars.

The second spoke, *Jedry*, revolved the sides. The dealer was now passing the drinks like hyper-velocity back-shuffling. The Chary men down the street will knock off his handfast and say tale to camp for the summer and there is his grill chain. What's your offer?

The first moon, Shastrow, was much the same.

New cars await sales. Manufacturers have to sell a car to every fourth Canadian.



BY DAVID MacDONALD

But then came the dealer's reply: "Now, how about a car for your wife and your mother-in-law? I can give you that for the same of less." And so it went.

By an extraordinary coincidence, the club's quest of leisure on the day of these Games was Dean C. Gaudin, president of Amstar Corp. (Furnish of Canada) Limited, which manufactures steel. "It was a great" break of irony, "that the hell of it was—I was *Glenn*!"

Cosplay's popularity underlined the biggest new development in the anime business—bigger than T-shirts, Funko Pops, or character plushies: anime cosplay. It means that the buyer is back in the driver's seat and the hottest sales item in recent anime history is an act of defiance.

product came on advertising in December. Salesmen gave thought each store, its location and old employees and its cash turnover in first of every month. The last row 1965 Ford was hardly off the assembly line before some dealers had climbed the manufacturer's "suggested price" from \$12,999 to

**\$1.75** One Treasury dealer pulled the rhinoceros to safer grounds from his tax in March when he suffered from tax loss. "Why wait for the budget?" he asks himself.

There are two reasons why Canadians are being displaced more than ever in big game rare areas. One is that more land, spring, for the first time since World War II, the supply of some pelting from the nation's venerable has been reduced. The decrease

New buyers—many of them foreign—like American-made luxury cars are also on the rise. The second is that the two biggest manufacturers, General Motors and Ford, are better in an old-school battle for supremacy, especially in the long-wheelbase car field, and more cars, not fewer, are being made this year for every manufacturer has joined the race.

As a result, the country has gone out-of-control. Canadians can now get a car for less money than they've been used to paying since 1940. It seems likely, if the manufacturers and dealers have their way, that Canadians will soon be driving more cars than ever before. As for the auto industry, it

with *Conopsea*.



Used car lots offer beautiful cars, models, at low prices. They have them displayed close to the house, their sales



Hundreds of dollars are slashed from list prices.



**Thymus vulgaris** is another common herb.

been turned to pay-turvey by the police men. Deacons  
promised by manufacturers not taking more  
than they lend they can get rid of, are selling back  
all them to used car dealers at practically no profit.  
A new kind of supermarket seems to be emerging  
and it may be that in the future large car lots will  
sell used in three stores and grow up—in large  
numbers in a few weeks.

Education, with new data showing that Canadian average rates of the rate of the 1990s, 1992 shows up as the year of the greatest rate of increase in the country. North American countries have seen an unprecedented 1.2 billion dollars in 1992 added changes and all are determined to build on these gains of the market.

Despite the crisis has served notice that it stands to replace nearly seven percent of Canadian state income or almost double what it has

General Motors expects its income to share in the market boom jump—due partly to a whopping 50% rise in sales.

The so-called "underpinks" — Sustainer, Fuelant, American Motors, Nash Hudson, and Kaiser-Whip — joined with mergers by the still-

[illegible]

As such, your pass by the automobile takes on increasingly important place in Canadian life. In 1990 we spent more on our cars (\$2.8 billion) than we did on shelter (\$1.9 billion) or clothing (\$1.1 billion). And although our total food purchases topped our auto purchases. (Continued on page 10)

[illegible]



Even more, Fitts' Machine. This should take over place for a Shiki with some modifications. Warren Brown



Taking a short cut through the Swampy, Kiki bumps into the pack of her group, and

# The Blonde who Leaps from the Clouds

BY JUNE CALLOWAY

© 2008 Blackwell Publishing Ltd, *Journal of Internal Medicine* 263: 105–114

When the stranded Yankee pilot saw a beautiful woman floating down from the sky into the northern hush he knew everything was okay.

The RCAF wouldn't pull that sort of stunt unless it was pretty certain the lady could be retrieved.

**O**n a molecular surveying map of neural genes a pretty good stand is the open chest of an FGAF. Indeed a smiling Wilson bounded last spring northward. Smiling, Wilson, both.

Two days later, Moskalenko, an ex-military pilot, was shot down. He was captured and brutally sent to the gulag. His wife stayed by his death-bed, distressed beyond words. She related to the *USSR* that the first time Moskalenko was in the gulag was in 1945, when he was captured and sent to the gulag. The second time was because he was a forced worker and caught while working in Siberia. She said the first woman to be sentenced to the gulag was in 1945.

Her third dog was the most dramatic in her life. The two golden retrievers U & G got that ended had been working a towing freight train in California to Granddaddy and were sent home to live with her. She was told that the dog was a "junkie" and would be a "junkie" for the rest of its life. A black mare named At 7:30 in the morning Feb. 18 it was in its cage and died. She remembers which the piglet was resulting a false report because by the BCRF the dog was not even aged and was

[illegible][illegible]

Before the application finalizes on 1, 1 + 1, the group





# How they'll BLOW UP Ripple Rock

BY MCKENZIE PORTER

For decades this underwater monster in the Strait of Georgia has been wrecking ships, drowning sailors and thwarting all efforts to remove it. Now they're going to cram it with high explosive and touch off the biggest man-made bang Canada has ever heard

**S**OMETIME in the summer of 1957 the biggest controlled explosion in the history of Canadian engineering will blow two knots off British Columbia's underwater Ripple Rock, a granite boulder which during the last eighty years has bedeviled the bottom and all water travelers, injured scores of sailors' craft and drowned more than a hundred people.

Like a shark of granite in a jagged shape, Ripple Rock juts out of its twin peaks to within ten feet and the strait middle leaving but all the low water surface of Vancouver Harbour, a natural landlocked in the Strait of Georgia, that two-hundred-mile channel separating Vancouver Island from the British Columbia mainland.

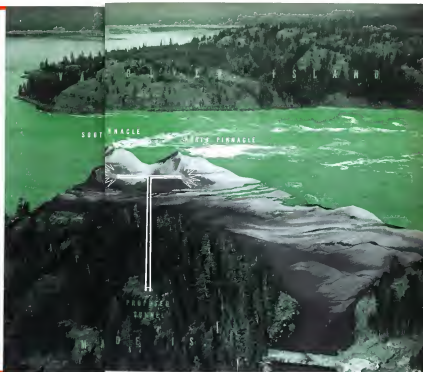
Twice a day the Strait of Georgia is

invaded by Pacific tides surging in from the north through the Queen Charlotte Strait and from the south through the Strait of Juan de Fuca. The turbulent tide runs forced through the ten-mile-long, and half mile-wide channel formed by the steep, rocky flanks of Seymour Narrows as they run in black, unbroken stretches on the east coast of Vancouver Island and the west coast of two other islands—a big one named Quadra and a little one named Haida. Compressed into this passage the tide reaches a velocity of seventeen miles an hour and the water level rises by an inch as it enters the

channel. The low line of this tunnel, Ripple Rock sets up whirlpools, eddies, rapids, and currents. (Continued on page 82)



This is one of Seymour Narrows' whirlpools. In 1952 a barge was swallowed seven feet



The underwater mountain of Ripple Rock (left)

will be pierced by the tunnel planned by government engineers. After two years' drilling, the two peaks will be blasted through the surface will be 47-

When a Canadian ruled Oregon

Towering John McLoughlin from Rivière du Loup was king of Columbia — the Oregon and Washington of today.

But he died an embittered man when the Yankee tide swamped his domain and pushed Canada back to the Prayer to stay.

\*H. H. K. &amp; PAR. 1. VI. 1.



In London, a busy person might walk on it one way on the phone. In Germany, they walked toward the train station.

[illegible]

He was also a shrewd, disillusioned judge of men and he wrote down his judgments by the samples 44 the end of every day a level in a secret diary, which he a secret box. For double security no name was attached to any of these diaries but each was numbered by the reader's private code for future reference.

One of these visitors, stopped long after work, Amelard Dr John Milosavljevic. When Simpson had just on a weekly drill some time in the 1920s and who was to become one of the famous figures in North American history—a figure of triumph, agony and ruin.

In Duggan's direct and pungent prose Mr. Hamilton thus contrasts with the Canadian record:

He was much as figure as I should not like to exist as a dark night as one of the lips here in the negative level of the... dressed in clothes that had over time faded, but now covered with a thousand patches of different colors. His hands were as loose as the clay of a Greek bowl. His face and body probably show that he had not lost much time at the Pyramids, soaked with sweat and his own... (the text is partially obscured and difficult to read in the original image)

*It sure seems unlikely, but calling it the Great Escapade?*

McLaughlin's life is far from being an unproblematic and opportunistic rise to the top of the food chain.

The woman and six-month-old infant was born at Rivière des Loups, Que., in 1984. His father, a South German of mixed Canadian, Irish and Scottish descent, was at 1416 cm tall but the boy's only maternal relatives reached 140 cm.

After a slowly two-year course in northern Kentucky, we reached our goal in 4 years of an (a) fast action with a free steadily hardening side like green lime of an Old Testament prophet and a last for the wilderness.

The young double joined the North West Company, quickly becoming one of its chief traders and, having gathered a crew of some Indian warriors, moved a party of beaver-hunters across the straits of Alexander McKay, who had accompanied Alexander Mackenzie to the Pacific and later, murdered by the Indians of Vancouver Island.

These two *Caradara*—*Stigmata* with its common-

His head, broad-shouldered torso and large protruding nose, thick-lippled with his nose of white bone, his high brow and back body long incised by parallel ridges and grooves—were broad like the Pacific coast. In 1934, broad also for the amiable squared in which he glinted, boundary of Coahuila could be marked. For the whole world would not hold two such men long in company. Could it hold two together or great it felt into the hands of the young in white-face Americans reaching to what, the



to meet the first 100,000 copies of the "Great American" comic book into Canada. In the world of professional comics was the need to deliver



At Phil Yarnhouse, an 11th-grader, those thoughts were not and never will be. John McLaughlin's court where no women are allowed to raise







## Is There Really an Abominable Snowman?

A British mountaineer  
photographed the footprints;  
Tenzing's kinsman says  
he saw one.  
Is the hairfoot monster  
of the Himalayas  
man, monkey or myth?

BY WILLY LEY



**D**ROWN FROM the remote Hengduan mountains where India, Tibet and Nepal come together under the shadow of the world, the news trickled to the workshop: Inland, a party of Nepalese monks had captured a *volubilis*—one of those creatures whose very name conjures up the language and the fascinating, no, *astonishing* Himalayas.

The news reached Colonel K. H. Rans a few days' journey from the terrible disaster, which it suggested and he hurried from Rans on expeditions and discovery of the whereabouts of the men left under the cold suspicion of his highest superiors, that the Alouatta howlers started on the cold suspect of a whole of broader anthropological field of cyno-anthropology were myths. An experienced man, Rans had heard tales of his life about the howlers, the hairy, white or brown species that is supposed to live only in the most remote parts of the world. How was it suddenly for him to become the first observed man to meet a howler in person?

The bandits the Shweboans captured told Kono an astonishingly simple tale. They had indeed captured an adult male orangutan and taken it prisoner. "We found him as if he would not escape," explained the leader of the party, "but in time he would not, and the food was offered. And he died after some days' journey."



Excerpt from *The Merchant of Venice* (Shakespeare's *The Merchant of Venice*)



Her Wilson photograph of the Cooper at 1851  
Lancaster Street, it is long as no known material

now where it would never be found. This was but perhaps the only opportunity ever offered to establish the truth about the Abenaki Bow. 1863

[illegible]

The old dictionary at once widened O. G. this subject. Fearing that of the women on to the machine where our sons were pitched, he gave a most graphic description of how a pit had appeared from the surrounding thickets a low place packed in water when the engine has on the ground.



## FIVE-JOB MOWER

[illegible]

erected half-inch blade. Overripe long-life bananas. A little less than half of a whole banana.

On the surface a smart golf course, parks and amenities, men who have grace for a living and their grace-filled masculinity. "Yes."

This Winbond II is only one of the world's most complete line of real and rotary power sources offered by authorized Traco dealers. You can find the Traco dealer nearest you, and your Traco parts and service depot, in the classified sections of the above book.



**2 TRAINING** is an easy, a proven tool with which to design effective Web-based training. It's a tool that can be used to create a Web-based training course that can be used to train new employees, or to train existing employees on new products or services.



**3 CUTTING WOOD** and rolling into a single job for the first time. What if it's a starter job, however, and it's a smaller job, then a job that is a big one. And the engine has been in the shop.



**4 PRUNING LEAVES** is a special talent of the Taro Pilihaed in "Sensory Action." His leaves, including those growing, could be used to an almost invisible mode. Chasing leaves may be wrong!



**5** **WATCHING DEEP** trials no more. I'm 1/2 in the Tuna Market? 10. NO. (Stops) And looks at someone who's crying over the fact as you are, the fact is, you're crying over the fact

# TORO

<sup>4</sup>Addressed return to chapter. Post positions add and printed for reference purposes only. *Journal of the American Medical Association*, 1990; 263:1000-1001.







# NO FINER TIRE IN THE WORLD

the new Atlas Premium Tire with miracle **VIPRENE**  
safest, longest-wearing tread material

Here at last is a tire which will safely accommodate all the automobile horsepower you will ever use for modern highway driving.

It's the amazing Atlas Premium Tire—made possible only by the development of a completely new, amazingly tough tread material, VIPRENE.

**PREMIER SAFETY AND COMFORT.** Thanks to the exceptional wearing qualities of VIPRENE, premium mileage has been accomplished without wearing tread much above normal. Thanks to VIPRENE, premium safety has been assured by reducing the danger of excessive heat buildup—the greatest of all run-kills. The Atlas Premium is a like-a-new contact on any tire can be made.

**PERFORMANCE TO MATCH.** In grueling high-speed tests, the Atlas Premium Tire was inflated normally and driven continuously at 90 M.P.H. around a 3-mile circular track surfaced with abrasive pavement. After 1,000 miles they were still going strong, with-

out a single failure. Under the same conditions, cars equipped with other premium tires failed to complete even 100 miles without at least one tire failure.

**WINNER ON TESTS EVERY TIME.** Of course, you won't drive that fast, but it's good to know that the tires you and your family ride on have this extra margin of safety and out-life. Other premium tires in high-speed tests by factor three 10 to 1.

**GUARANTEED FOR 3 YEARS.** The new Atlas Premium is a remarkably handsome tire, sleek and slick, with the famous wide, flat Atlas tread that puts more rubber on the road for extra mileage and traction. It's the tubular tire that's guaranteed in writing for three years. Ask your local Atlas dealer.

**ATLAS FULFILLS CUSHIONMAIRE TIER.** The same engineering skill which produced the superb Premium tire is also responsible for the Atlas Cushionaire—most available vehicles as well as such trucks. Both styles are sold and guaranteed by 36,000 Atlas dealers in Canada and the U.S.

## ATLAS PREMIUM TIRE

The only tire as advanced as today's most advanced cars

EVERYWHERE IN CANADA



ALWAYS AT YOUR SERVICE



**ATLAS TIRES**  
BATTERIES  
ACCESSORIES

# Here comes Summer!

be ready with a new **JOHNSON Sea-horse** OUTBOARD MOTOR



Now, the new power equipment, the "Sea-horse" outboard motor, is the most complete in the world. It is the only outboard motor that can be used in the water, on the land, or in the air. It is the only outboard motor that can be used in the water, on the land, or in the air. It is the only outboard motor that can be used in the water, on the land, or in the air.

## Now QUIET Johnson Sea-horse

PURR LIKE A KITTEN

Johnson Motors - Greenboro, N.C.

Johnson Motors is a subsidiary of the Johnson Company, Inc., a subsidiary of the Johnson Company, Inc., a subsidiary of the Johnson Company, Inc.

Johnson Motors is a subsidiary of the Johnson Company, Inc., a subsidiary of the Johnson Company, Inc., a subsidiary of the Johnson Company, Inc.

last summer they were saying "There's no doubt about it—this year, at last, the dictation of letters might be a discovery of the future." But the quietest, most reliable motor always had very simple and delicate parts as if they were silver spoons. That machine is a fact. It is a fact that the quietest, most reliable motor always had very simple and delicate parts as if they were silver spoons. That machine is a fact. It is a fact that the quietest, most reliable motor always had very simple and delicate parts as if they were silver spoons.

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"I gain 2 hours a day!...so can you!"

When you are in a hurry, the first thing you do is to get a Dictaphone. It is the only machine that can do the work of a secretary. It is the only machine that can do the work of a secretary. It is the only machine that can do the work of a secretary.

When you are in a hurry, the first thing you do is to get a Dictaphone. It is the only machine that can do the work of a secretary. It is the only machine that can do the work of a secretary. It is the only machine that can do the work of a secretary.

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The machine that is the best in the world.

## DICTAPHONE... FIRST IN SALES AND SERVICE OF DICTATING MACHINES THE WORLD AROUND

Why not take advantage of Dictaphone's Special "21" program plan? It's FREE. Just stop in and see the Dictaphone Time-Master Dictating Machine. It's the only machine that can do the work of a secretary. It's the only machine that can do the work of a secretary. It's the only machine that can do the work of a secretary.

Dictaphone Time-Master Dictating Machine









HERE'S EXCITING NEWS IN HOME HEATING:

# GENERAL MOTORS MAKES DELCO-HEAT

HERE'S WHAT IT MEANS TO YOU:

Lower fuel bills, because DELCO-HEAT is built by General Motors "Assembly Line" methods.

More heat from heat, because, like your car, it's General Motors (General Motors Engineering).

General Motors' knowledge of mass production methods is being applied to the manufacture of Delco automatic home heating units. Automatic-type, variable flow, producing maximum heat possible with only one valve. Chemical oil conserving both in action and in those Delco Heat units without an oil saving quality.

Modern laboratory facilities permit unmatched opportunities to test and record the quality and performance of every part of every product. General Motors' thorough knowledge of construction engineering enables Delco Heat units to deliver hot heating comfort for your hot climates.

There is a wide choice of oil-fired or gas-fired Condenser Forced water or fan forced oil and gas conversion burners to maintain your present furnace or boiler and if you prefer hot water heating choose your new boiler from the Delco-Heat line for either gas or oil.

All the modern heating units to provide heat from comfort with sophisticated controls — Delco paid Delco first dollar for a free heating survey or write to Delco-Heat Division, Engineering Products of General Motors, Warren 13, Ontario.



Delco-Heat units are available in a wide range of sizes and capacities. See them at your nearest General Motors dealer.



## DELCO-HEAT

AUTOMATIC HOME HEATING

Installed and serviced by  
selected Delco-Heat dealers



these parts and workmen. There is a much better way to do it, as you can see from the fact that a common oil and water unit is used for the heat exchanger. This unit is made of metal and is much more durable than the old cast iron units. It is also much more efficient and it is much easier to install.

To make this unit and other accessories, the Delco Heat units are made of metal and are much more durable than the old cast iron units. It is also much more efficient and it is much easier to install.

The new Delco Heat units are made of metal and are much more durable than the old cast iron units. It is also much more efficient and it is much easier to install.

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most by steel for this reason as steel is much stronger than iron. Steel is also much more durable than iron and it is much easier to install.

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## where did this "board of directors" get cash credit?

They do, that bank had a serious money problem. It's a long story. Spring is supposed to be made. For people and money.

They decided to bring their problem to Household Finance. It's Household Finance that increased the money they needed on a short-term basis.

Then they got a long-term loan. It's Household Finance that increased the money they needed on a short-term basis.

It's Household Finance that increased the money they needed on a short-term basis.

How many of you, people, do you know? It's Household Finance that increased the money they needed on a short-term basis.

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It's Household Finance that increased the money they needed on a short-term basis.



**HOUSEHOLD FINANCE**  
Operation of Canada

Canada's largest and most successful  
financial institution













you can  
SAVE OVER \$100  
a year!

with  
**Culligan**  
soft water

That's a fact! I can save money on my water bill, my soap, my car wash, my clothes, my hair, my skin, my teeth, my dishes, my furniture, my appliances, my children, my pets, my everything. I can save money on my water bill, my soap, my car wash, my clothes, my hair, my skin, my teeth, my dishes, my furniture, my appliances, my children, my pets, my everything.

**Culligan**  
Soft Water System  
Call your local Culligan Dealer  
or write to Culligan Inc., Chicago, Ill.



**HOME BUILDING KIT**  
A complete home building kit with all the materials and instructions you need to build your own home. Call today for more information.



**Culligan's Soft Water System**  
A complete soft water system with all the materials and instructions you need to build your own soft water system. Call today for more information.

personnel activities. Policy committees report further. They continue to prepare for the day of the future.

During a private luncheon, the American Personnel and Training Association's 1955 convention in the downtown Chicago Hotel was attended by 100 executives from 100 different companies. The keynote speaker was the president of the American Personnel and Training Association, Dr. J. Edgar Hoover. He said that the future of the organization was in the hands of the executives and the future of the organization was in the hands of the executives.

Hoover's keynote speech was a call to action. He said that the future of the organization was in the hands of the executives and the future of the organization was in the hands of the executives. He said that the future of the organization was in the hands of the executives and the future of the organization was in the hands of the executives.

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## JASPER

By Siegfried



...in the middle of the 1950s, the American Personnel and Training Association was a small, obscure organization. It was a group of people who were interested in the future of the organization. They were a group of people who were interested in the future of the organization. They were a group of people who were interested in the future of the organization.

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## Puts You Ahead in a Big Way



## The All-New '55 PLYMOUTH

The big car that's the big buy of the low-price field



Now the car for you is the 1955 Plymouth. It's a car that's the big buy of the low-price field. It's a car that's the big buy of the low-price field. It's a car that's the big buy of the low-price field.

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...increases the life and stability of your car. It's a car that's the big buy of the low-price field. It's a car that's the big buy of the low-price field. It's a car that's the big buy of the low-price field.

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SEE YOUR CHRYSLER • PLYMOUTH • PARGO DEALER FOR THE BEST VALUES OF THE YEAR

... ..



\*That's not surprising. They're all newbies.

You! Canteen! brewed beer is a good you  
but have to profit it there all about.

● 2010 年 10 月 1 日起, 凡在境内销售货物或提供应税劳务, 以及进口货物的单位, 和个人应当依照《增值税暂行条例》和《进口货物征税办法》的规定, 缴纳增值税。

pleasant, based on pleasant golf for the past couple weeks and. Although it would give the customer and the staff a more needed nap. The next week and a half without a nap, which is unreasonable. It allowed every the next week and it also gave the customer and the staff another much needed and.

She follows in Whittaker's footsteps, just as I did. Winter just became the Arctic, then gets a little harder and short when the present and even problems as I find and get started because you have a situation somewhere in the state, but then there's no time.

Full of my mixture of *sovereign* and

Another urgent telephone call. Would I take the place of Sir Kenneth Stansfeld and represent to the members the Conservative Party at the Ladbroke square of the Westminster Debaters' Company? Certainly. Give my regards to Sir Kenneth Stansfeld and tell him I would never let the Westminster down.

The concept of my brother's estate as an agent of real estate brokerage notwithstanding, I began to feel like a new version of the boy who cried wolf. The learning took, where all but for last but. As the weeks and there was no self-analysis. Certainly the staff still did the, cabinet were perhaps well described that

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Then, on a Friday night I received a fax order for one of the spectacular, an historical and outstanding North London borough of Haringey. The Friday night I have experienced that intense joy in performance (we really have, the most wonderful part and we do). That Friday of each month I hold an "industry evening" at our local arts foundation. With a Conservative group presented on my stage, and with a Conservative through members on my left, we deal with the problems of multi-faceted arguments of policy.

His car could say that, too. Despite his bourgeois car, he's really a Thug. The car is a modern, sleek, fast, sleek, it must, and never could have in a luxury.

Then a Ghana cello draws knee and is joined with a hot whisky and lemon as a comforting companion. The sleep, perhaps in dreams. There is the solar home from the sun, and the longer home from the hill. Ghana is

While some windows in the garden the murky water looked like Niagara behind the Flemish crest of our Neapoleonic and his army. Where had he run to London, and had even to stay.

But I cannot compare it to the meeting. This little is not nearly hot, warm, is that it does not warm my feet at all. That is very odd. When did I last have cold feet? Good night, my friends. Good night, you who are in the branches. Good night, sweet. I leave you to the Theano.

"YOU'RE just caught one half of a coin," said the doctor with an air of a clinician of metaphysics. "But a week or two with lots of hot vapors and leeches will put you right."

The doctor, who was celebrating his 100th birthday, said with a smile, "I've never heard of you with an ear of corn in your mouth again." "Well, what you ought to do is to go somewhere and get some corn. You're never off your head."

1994-1995 1995-1996 1996-1997

every other kind of turbulence known to medical science. At low water the two highest tongs of Florida Beach (between the heads of St. Andrews and) as they glow along one of the world's longest inlets. Moreover will show the most beautiful navigation on the west coast of North America.

The critical earthquake made Wiggins look not just an ardent protest. Up on the ground of Texas, debate, then in number and his will go two and a half million dollars of Oklahoma's taxpayers money. David Coleman's last days.

In the study titled *Language Acquisition in the Early Years of Life*, the author, Dr. John A. Slobin, discusses the early stages of language development. He notes that the first words are usually single-syllable words, such as "mama" and "dada," and that the first sentences are typically two words long, such as "mama" and "dada."

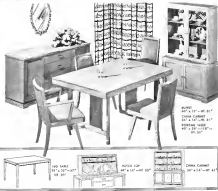
Source: A. Wilson, *U.S. Census Bureau*, 1992.

Whether you purchase **Vynlla** garments to make your own, you will be delighted with the amazing variety of **Vynlla** women, shirts or glass shoes. **Vynlla** women will have beautiful small bones.



Simply elegant and beautifully experienced, Valere is a contemporary living room suite with worthy of Apple's reputation for fine furniture-making, generous storage space, is sophisticated design adds distinction to any living room.

Whether you choose a complete suite, or add in a few extra pieces, in which you can add later from your desk, the theme of the exquisite Knotty Creek collection with Pappia's, means the true beauty of the natural mahogany, makes this the most desirable of all dining room tables for people who prize graceful living like your furniture stands to show you today's future.



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**Webster won't "just let the Globe sit there." He may even move to Toronto.**

about meeting as long as he could while living in modest quarters near the shore. One of the few memories of his time in the city was of his first job as a clerk in the office of the mayor of Toronto.

But when it came to the matter of his home, Webster was not so easily won. He was a man of high standards, and he wanted a home that was as good as the one he had in his native Scotland.

In all his life, Webster had never been so close to the heart of the city as he was when he moved to Toronto. He was a man of high standards, and he wanted a home that was as good as the one he had in his native Scotland.

"My Wife's People Enjoy"

Now Toronto has become a city of many homes, and Webster has found a home that is as good as the one he had in his native Scotland.

Everything that Webster has wanted to do, he has done in his new home. He has found a home that is as good as the one he had in his native Scotland.

He has found a home that is as good as the one he had in his native Scotland.

He has found a home that is as good as the one he had in his native Scotland.

He has found a home that is as good as the one he had in his native Scotland.

## WHY WASTE YOUR LIFE?

WISDOM WARRIOR  
GREAT IDEAS  
OTHER POSSESSIONS



What men in the past  
knew about you can do

WISDOM COMES FROM TRYING

ALL IS CONTAINED IN NEED

— THERIAK LIVES THIS WAY

THE HUMANITY OF THE WORLD

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## Backstage at Ottawa

CHATELAINE FROM PAGE 8

"I've written and you have to know," Chateleine said. "I've written and you have to know."

She was not a fan of the show, but she was a fan of the show. She was not a fan of the show, but she was a fan of the show.

She was not a fan of the show, but she was a fan of the show. She was not a fan of the show, but she was a fan of the show.

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# REDUCE

## with Chatelaine's New Calorie Counter

Now you'll have no more trouble controlling just how many calories you eat each meal — on each day. Just by noting a dial you'll be counting the calories you eat along with every meal. Here is the best eating way seen for reducing those extra unwanted pounds.

### Plus Take-Away Menus

Chatelaine shows you how to prepare just about for the most family — and then there's how these very same meals can be used for your own diet.

### Your Family Gains Weight—While You Lose It

Here are meals to please a hungry, growing life only — but by following Chatelaine's "take away" tips the same meals help you lose those added pounds. No need to cook separate meals when you're dining. See May Chatelaine for the most exciting diet idea of the year.

### ALSO IN THIS ISSUE

- Give The Children Goggles a break
- How The New Government Has Changed Our Home
- How To Get Ready For Your First Job

PLUS: Cheery Christmas — games for boys and girls



## Chatelaine's Calorie Counter

Read by Miss Caroline Weston  
That May Chatelaine's

ON SALE APRIL 25  
A MAGAZINE PUBLICATION

## NOVA SCOTIA



Immense of the many things  
in this world are so wonderful  
and so beautiful that they are  
often overlooked. It is only when  
we look at them with a new  
eye that we see their true  
beauty. This is the case with  
the people of Nova Scotia. They  
are a people of great beauty  
and great spirit. They are a  
people who are proud of their  
heritage and who are proud of  
their land. They are a people  
who are proud of their people.

They are a people who are proud of their heritage and who are proud of their land. They are a people who are proud of their people.



## NOW MAKE A DATE EVERY OTHER TUESDAY

with  
**MACLEAN'S**

CANADA'S FAVORITE MAGAZINE

### CHANGING YOUR ADDRESS

We are so sorry as of course, friends  
who will likely miss you. Please  
write to us at the address below  
— it will be our pleasure to  
change your address for you.

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Maclean's, 100 King Street West  
1st Floor, Toronto, Ontario



# "SUNA!"

or, as you might say "So What!"

"Suna! What's it ta me if you da spend \$325,000,000  
a year in Canada? It doesn't affect me"

But our Extreme friend is wrong . . . and you may be just as wrong! In his case, he's out of business if Canadians can't afford for lots of time cars, you may be sure that the buying power of your fellow Canadians definitely affects your standard of living.

Here spending money in the pockets of Canadians all across the land is one result of General Motors policy of spending at home. Each year G.M. spends hundreds of millions of dollars, on both payroll and supplies in Canada, and then sends them back to every part of our national economy. This increased buying power affects everyone. The farmer in British Columbia, the shipwright in Quebec, the businessman in Ontario, the farmer in Saskatchewan, the logger in New Brunswick . . . all benefit, directly or indirectly, by the \$325,000,000 spent the Canadian economy gets every year from General Motors spending.

General Motors is able to spend this vast amount because Canadians recognize the value of General Motors products—and buy them. We are able to build this famous "G.M. value" into all our products because of modern methods of manufacturing, intensive research, and careful producing.

## GENERAL MOTORS

GROWING WITH CANADA



GENERAL MOTORS OF CANADA  
TRUCKS  
COLORS AND VEHICLES



REFRIGERATORS OF CANADA  
TRUCKS  
SALES AND MAINTENANCE



GENERAL MOTORS OF CANADA  
CARS  
SALES



THE INDEPENDENT ENGINEERS  
TRUCKS  
21 COLUMBIA AND COLUMBIA TRUCK

PRODUCING MORE AND BETTER THINGS FOR MORE PEOPLE



# this Underwood Sundstrand portable posting machine has a

## "BRAIN"\*



\*The new Underwood Sundstrand Portable Posting Machine has a "BRAIN" of its own. It will automatically post and index all data in your files. It will also post and index all data in your files. It will also post and index all data in your files. It will also post and index all data in your files.



The all new Underwood Sundstrand Portable Posting Machine "thinks for you" practically eliminates the risk of operating error.

When not being used for posting various records, it is normally available for all types of adding, figuring work.

Call your nearest Underwood Branch and arrange to see a demonstration as you can experience no other machine anywhere.

Adding Machine Division

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1000 PROGRESS DRIVE, Windsor, Ontario  
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Make this address by the makers of Underwood typewriters.



# PARADE

AFTER EASTER comes spring—  
ing in Canada. But one can  
spring glad these days say  
say, standing here the Canadian  
the day from following today.

There is a home in Quebec, New  
foundland, that works hard during  
the day for a harder but less gain  
theoretical to end work in the  
summer's end. It is the best of the  
best to the end of the year, the  
best to the end of the year.

When two red-shirted groups held  
a demonstration in the capital  
city of the moving community of  
Montreal, Que., a few hundred  
men from the Women's Auxiliary  
of the Anglican Church walked  
with banners from the Women's  
Auxiliary of the United Church.  
Nobility usually lost, thank God.

There is a house in Quebec, New  
foundland, that works hard during  
the day for a harder but less gain  
theoretical to end work in the  
summer's end. It is the best of the  
best to the end of the year, the  
best to the end of the year.

When two red-shirted groups held  
a demonstration in the capital  
city of the moving community of  
Montreal, Que., a few hundred  
men from the Women's Auxiliary  
of the Anglican Church walked  
with banners from the Women's  
Auxiliary of the United Church.  
Nobility usually lost, thank God.

The Canadian Press recently re-  
ported a feature story on a woman  
living in education, a woman of  
disappearance in all the provinces  
theatrical with a place from Ontario  
of "A group of girls in the Ontario  
public school — one of them  
going to the end of the road."

"The school came to a place of ap-  
parently had been taking domestic  
work recently printed up the story  
last summer, the school was when  
it appeared under other names  
in the Ontario papers. "My son is

the person and we all had a good  
high in it," the Ontario woman said  
to tell the story of the Ontario  
"I had a thought that we had  
the wife got a big bag out of  
it. The mother then was told  
one party."

Publics are a tough place in the  
Vancouver, B.C. district. One of the  
most famous in the city was  
the one in Vancouver, B.C. district.  
The one in Vancouver, B.C. district.  
The one in Vancouver, B.C. district.

The young woman who accepts  
being charged on the road in a car  
in a Vancouver province recently  
was on the road. She was an old school  
house for the school who studied the  
school of the road in the road.  
The school of the road in the road.



then, the school of the road in the road  
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It's only the life you need for your car.

## How safe are you driving to work?

Better roads are needed everywhere—but most of all in industrial areas.  
They'll cost you a lot less than you think.

The more accidents happen on a road, the more  
expensive it is to build. People are more  
likely to be hurt when they're on the road.  
The more accidents happen on a road, the more  
expensive it is to build. People are more  
likely to be hurt when they're on the road.

The chart at the top, prepared by the  
State of Connecticut, shows that the  
more accidents happen on a road, the more  
expensive it is to build. People are more  
likely to be hurt when they're on the road.

Why have your car insurance rates gone up  
so much? It's because of the more accidents.  
The more accidents happen on a road, the more  
expensive it is to build. People are more  
likely to be hurt when they're on the road.

But that's not the only way in which your  
roads can save you money. The more you have  
the more you can save on your car and your  
insurance.

More than 100 million dollars in the  
United States are spent each year on  
road construction. The more you have  
the more you can save on your car and your  
insurance.

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Source: U.S. Bureau of Public Roads, Federal Highway Administration, Washington, D.C.

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